

AGENDA ITEM#11a

March 11, 2005

To: Delta Protection Commission

From: Margit Aramburu, Executive Director

Subject: Deltawide Signage Program
(*For Commission Discussion and Possible Action*)

<p>RECOMMENDATION: The Commission should discuss and possibly adopt a position of support for a unified Delta signage program as proposed by the California Delta Chambers.</p>
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BACKGROUND:

The Commission's Land Use and Resource Management Plan for the Primary Zone of the Delta (Plan) includes a Recreation and Access recommendation to "...Study needs for unified directional signage...in the Delta".

The Delta is recognized in the Delta Protection Act as a "natural resource of statewide, nation, and international significance, containing irreplaceable resources, and it is the policy of the state to recognize, preserve, and protect those resources of the delta for the use and enjoyment of current and future generations."

CURRENT SIGNAGE AND PUBLIC INFORMATION PROGRAM:

There has been interest from multiple parties regarding the need for a signage program in the Delta to (1) identify the region and (2) to direct visitors to key locations within the Delta.

The California Delta Chambers, a non-profit group, is currently working with noted Delta artist, Marty Stanley, on a design for a sign that could be used throughout the Delta to serve both purposes. The sign would be located at "gateways" to the Delta, such as Highway 160 north of the Antioch Bridge and near Freeport, on Highway 4 in Stockton and in Brentwood, and on Highway 12 east of the Rio Vista Bridge and west of I-5. The sign could be used to direct visitors to recreation facilities, to wildlife areas, to refuges, to parks, and other key locations.

The Chamber is planning to be the central party to control use and placement of the signs to ensure they are used appropriately to inform and direct the public. The Chamber

would take a lead role in coordinating installation with CalTrans, the Delta counties, reclamation districts, and property owners.

The Chamber is proposing to raise funds from its members and from various other sources to help fund the manufacture and installation of signs.

RECREATION CITIZENS ADVISORY COMMITTEE RECOMMENDATION:

The Recreation Citizens Advisory Committee reviewed this concept at its last meeting and voted to support the signage program as an appropriate and needed program in the Delta.

For more information about the California Delta Chambers see: www.californiadelta.org

For more information about Marty Stanley see: www.martystanley.com